

INDIANA

2007 Advertising Opportunities



Downtown Indianapolis. 2006.

INDIANA
restart your engines

VisitIndiana.com

[illegible]

Dear Tourism Partners,

Thank you for your consideration of the 2007 Indiana Office of Tourism Development (IOTD) Cooperative Advertising Program. The goal of our co-op advertising program is to provide assistance to Indiana attractions and businesses in media planning and placement through research, placement, and subsidy. IOTD builds the cooperative advertising program by examining industry research to determine markets, mediums, and placement dates.

The 2007 co-op advertising offers are subsidized by IOTD. The fees for offered media programs are subsidized at 21 to 65 percent of rate card costs. IOTD also receives additional discounts due to the amount of media purchased.

An additional goal of the 2007 co-op program is to offer advertisers the opportunity to layer advertising messages within specific markets. To assist in the media planning process, on the opposite page you'll find a media offer breakdown, both by market and by month.

For additional information on the 2007 IOTD Cooperative Advertising Program and to place media, please contact your regional account executive. A contact list of regional account executives appears within the cooperative media sales materials.

Thank you for your participation. I look forward to working with you to market Indiana's tourism industry.

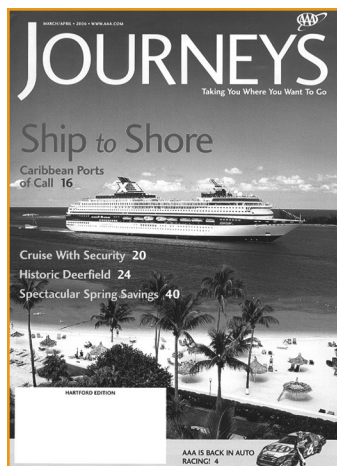
Best regards,



Amy Vaughan
Director
Indiana Office of Tourism Development

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AAA Journeys – Cincinnati

AAA Home & Away magazine, a part of the Midwest Magazine Network, is published for American Automobile Association members. It features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go," including travel agency details and information.

Published: Bi-monthly **Circulation:** 317,000

Reader Profile: Median age 56, Median HHI \$63,600, College degree+ 39.9%, Male 35.9%/Female 64.1%, Professional/Manager 58.6%, Retired 38.4%

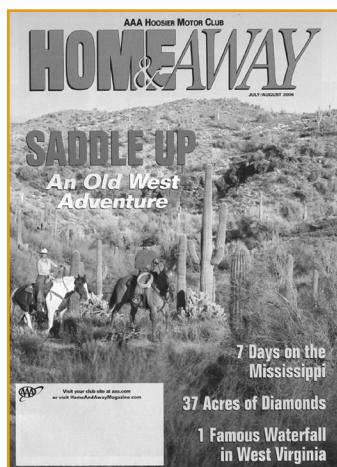
Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April 2007	November 14, 2006	6
May/June 2007	January 9, 2007	6
July/Aug. 2007	March 13, 2007	6

Rate Card Cost 1/6 page: \$2,176

IOTD Co-op Offer 1/6 page: \$1,140

Rate Card Savings: 48 percent



AAA Home & Away – Hoosier

AAA Home & Away magazine, a part of the Midwest Magazine Network, is published for American Automobile Association members. It features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go," including travel agency details and information.

Published: Bi-monthly **Circulation:** 224,577

Reader Profile: Median age 57.1, Median HHI \$56,600, College degree+ 46.4%, Male 37.4%/Female 62.6%, Median value of residence \$150,200, Married 65.1%, Professional/Manager 50.1%, Take weekend trips 78.6%, Average vacation expenditures \$2,120

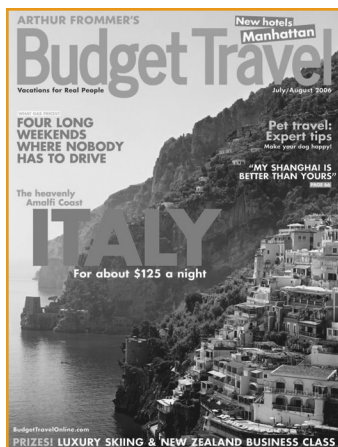
Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April 2007	November 14, 2006	6
May/June 2007	January 9, 2007	6
July/Aug. 2007	March 13, 2007	6

Rate Card Cost 1/6 page: \$1,725.50

IOTD Co-op Offer 1/6 page: \$1,106

Rate Card Savings: 36 percent



Arthur Frommer's Budget Travel

Arthur Frommer's Budget Travel magazine is a national consumer magazine offering practical, service-oriented coverage of domestic and international vacations. The May issue will be a regional special section specifically for the Midwest. It will promote the Midwest as a travel destination—from sophisticated cities to friendly small towns and the Great Lakes. The Midwest Special Section will be a guide for readers as they decide where to go, where to stay, what to see, and where to dine.

Published: Monthly **Circulation:** 137,592

Reader Profile: Median age 47.7, Median HHI \$69,578, College degree 37%, 69% take weekend trips, Average vacation expenditures \$3,104, Median value of residence \$174,487

Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May 2007	January 9, 2007	6
Rate Card Cost 1/6 page: \$1,711.90		
IOTD Co-op Offer 1/6 page: \$1,302		
Rate Card Savings: 24 percent		



Midwest Living

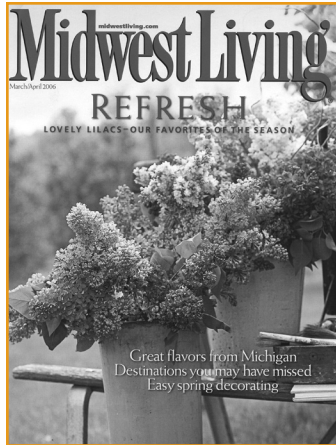
Midwest Living is a regional service magazine that celebrates the interests, values, and lifestyles of Midwestern families. It provides region-specific information on travel and events, food and dining, and home and garden. The top four states with the most subscribers to *Midwest Living* happen to be each of the states surrounding Indiana.

Published: Bi-monthly **Circulation:** 925,000

Reader Profile: Median age 49, Median HHI \$62,752, Male 23%/Female 77%, Children in HH 49.9%, Attended/graduated college 68%, Home ownership 91%

Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June 2007	January 9, 2007	6
Sept./Oct. 2007	May 15, 2007	6
Rate Card Cost 1/6 page: \$14,788.02		
IOTD Co-op Offer 1/6 page: \$5,144		
Rate Card Savings: 65 percent		



Midwest Living Special Insert

IOTD is producing an eight-page special insert for the March/April issue of Midwest Living. It will feature a perforated piece for readers to tear out of the magazine and use as a guide for travel ideas. The special insert will contain information on Indiana Tourism products and will focus on three main themes: Family Fun, Girlfriend Getaway, and Outdoor Recreation.

Advertising opportunities within this special insert will be accompanied by an advertorial mention. Advertising space within each theme is limited to one page. The outside back cover of the insert is also available; however, no advertorial space is permitted with this placement. Space available on a first come, first served basis.

The advertorial and advertising material deadline for this insertion is **November 7, 2006**.

	ADVERTORIAL INCLUSION	IOTD CO-OP OFFER
1/6 page ad (2.187" x 4.125")	Yes	\$5,000.00
1/4 page ad (3.25" x 4.875")	Yes	\$7,500.00
1/2 page ad (6.8125" x 4.875")	Yes	\$15,000.00
Interior Full Page (6.8125" x 10")	Yes	\$30,000.00
Outside Back Cover (7" x 10")	No	\$24,000.00



Indianapolis Star Travel Brochure Section

The Indianapolis Star publishes a travel brochure section every year, once in the spring and once in the fall. These sections are a stand-alone tabloid.

Published: Two times per year **Circulation:** 347,217

Reader Profile: Adults 35+ 75.2%, HHI \$50,000 58.2%,
Some college 28.4%, Employed full-time 54.3%,
Male 46.4%/Female 53.6%, Market value of owned
home \$100K-\$200K 40.9%

Ad Size: One Brochure Unit (2 x 3)

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	January 9, 2007	20
August	May 15, 2007	10

Rate Card Cost One Brochure: \$971.25

IOTD Co-op Offer One Brochure: \$768

Rate Card Savings: 21 percent



Newspaper Cooperative Advertising

In addition to the advertising opportunities displayed, the Indiana Office of Tourism Development subsidizes newspaper advertising programs in additional markets, spanning up to 26 weeks.

Information regarding these additional offers will be available through Regional Account Executives in late fall.

eBrains Lead Generation

IOTD is partnering with eBrains to offer a trademarked online lead generation solution with a guaranteed cost-per-inquiry for participating tourism industry co-op partners.

Between February 15 and May 31, 2007, IOTD will generate 30,000 unique electronic leads from the eBrains network of partner Web sites, with 82 million unique monthly visitors. Electronic leads include the name, e-mail address, and zip code of prospects that "opt-in" to receive additional Indiana tourism information, or information about a specific destination.

Co-op Program Overview:

- Participating partners at the 2,000 or 5,000 lead levels will receive leads from prospects that have "opted-in" to receive visitor information from Indiana Tourism and its participating partners.
- At the 10,000 lead level, the offer will be for prospects to "opt-in" for information about the specific location and Indiana Tourism, e.g. "Click here to request information for Harrison County, Indiana and receive information regarding Indiana Tourism."
- The leads generated will not be shared with anyone else, other than the IOTD and its single participating tourism industry partner. Partners may use these leads for marketing activities on an ongoing basis.
- If desired, eBrains can assist partners with or develop an electronic e-mail program for a specific destination. eBrains can also help with creative development, e-mail deployment, and tracking.

Co-op Program Options:

2,000 qualified leads at \$1 each/guaranteed

Package Price \$2,000

Package Includes: Generation of 2,000 qualified leads generated through generic Indiana tourism opt-in language.

5,000 qualified leads at \$.95 each/guaranteed

Package Price \$4,750

Package Includes: Generation of 5,000 qualified leads generated through generic Indiana tourism opt-in language.

10,000 qualified leads at \$.95 each/guaranteed

Package Price \$9,500

Package Includes: Generation of 10,000 qualified leads generated through destination specific opt-in language. Also included: destination specific promotion description (500 words) and confirmation e-mail that includes the destination's publication cover image and logo.

CAMPAIGN START DATE	MATERIALS DEADLINE	AVAILABLE UNITS
February 15, 2007	January 9, 2007	30,000 leads

Rate Card per Lead: \$1.448 (when purchasing 30,000 leads)

IOTD Co-op Offer per Lead: \$0.95-\$1

Rate Card Savings: Between 31 percent and 34 percent

VisitIndiana.com

VisitIndiana.com is the official consumer Web site of IOTD. As of December 2006, VisitIndiana.com will be redesigned to incorporate IOTD's new brand and focus on consumer friendliness, ease of navigation, and search engine effectiveness. Based on focus group research, IOTD will offer three new advertising opportunities on the redesigned VisitIndiana.com.

VisitIndiana.com Home Page Editorial

For one calendar month in 2007, editorial can be featured prominently on the home page of VisitIndiana.com with photographs, logo, a substantial editorial story, and a Web site click-through.

- Home page editorials provide a monthlong sustained presence of your complete story.
- During the period, January-June 2006, the VisitIndiana.com home page received an average of 170,739 (1.024 million/6 months) page views per month.
- Discounts are available for "off-peak" months, January and February.
- Only one home page editorial is available each month. The month is reserved on a first come, first served basis.

Rate per Month Peak: \$3,800

Rate per Month Off-peak: \$3,000

For more information on home page editorial materials, see page 11.

VisitIndiana.com Contests

For one calendar month in 2007, contests can be included on VisitIndiana.com. The contest section will describe prize giveaways and contest details, featuring a logo, photo, and Web site address. Consumers click-through to the contest entry blank and submit lead information. Contest entries will be collected and provided as a lead database by IOTD at the end of the contest month. The winner(s) will be randomly selected and designated at the end of the contest.

- Contests are lead-generating.
- During the period January-June 2006, month-long VisitIndiana.com contests received an average of 2,893 raw leads via contest entries. The percentage of contest hits that converted to leads was 25 percent.
- Discounts are available for "off-peak" months, January and February.
- There are three contests available each month. Placement order of the contests is determined on a first come, first served basis.

Rate per Month Peak: \$2,550

Rate per Month Off-peak: \$2,000

Contest requirements

- Minimum value of contest must be \$100. Complimentary services should not be included as part of contest value.
- Prize must allow for weekend availability.
- Prize must be fulfilled (sent to winner) within seven days of winner notification.
- Winners must have at least four months to redeem prize after winner is sent voucher(s).
- You may have as many winners as you wish but must have at least one winner.

For more information on contest materials, see page 12.

Brochure Order Confirmation Message:

VisitIndiana.com provides consumers with the opportunity to request information on specific locations and attractions by ordering informational brochures. Upon brochure request, consumers view a confirmation page on VisitIndiana.com once the order is complete and receive a confirmation e-mail.

For one calendar year, a targeted message can be featured on each region's confirmation page on VisitIndiana.com and at the bottom of the order confirmation e-mail to consumers.

Availability is limited to one message per region. The order confirmation message includes a 50-word message and Web site click-through.

Rate per Year, per Region	\$1,800
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"What to do" Listings:

As a part of the redesigned VisitIndiana.com Web site, the main navigation bar on the home page will include an option for consumers titled "What to do." This navigational link will lead consumers to a basic search engine allowing them to search for attractions and activities to visit while traveling to Indiana. Below this search engine will appear six photo listings.

For one month, a photo listing can be featured on this navigational page located one click from the VisitIndiana.com home page. **Availability is limited to four photo listings per month.** A photo listing includes one 2" x 2" photo, a 20-word message, and a Web site click-through.

Rate per Quarter	\$600
Rate per Year	\$1,800

PLEASE NOTE: Quarters begin January, April, July, and October.

"Where to Stay" Listings:

As a part of the redesigned VisitIndiana.com Web site, the main navigation bar on the home page will include an option for consumers titled "Where to stay." This navigational link will lead consumers to a basic search engine allowing them to search for accommodations during their trip to Indiana. Below this search engine will appear six photo listings.

For one month, a photo listing can be featured on this navigational page located one click from the VisitIndiana.com home page. **Availability is limited to four photo listings per month.** A photo listing includes one 2" x 2" photo, a 20-word message, and a Web site click-through.

Rate per Quarter	\$600
Rate per Year	\$1,800

PLEASE NOTE: Quarters begin January, April, July, and October.

VisitIndiana.com Brochure Ad

Brochures can be featured in the Travel Brochure section of VisitIndiana.com throughout 2007. A brochure's presence on VisitIndiana.com generates brochure order leads. Leads are sent every week via e-mail. Brochure ads will also appear alongside Interactive Travel Guide listings on VisitIndiana.com, if applicable. Allow three weeks for brochure ads to go live on VisitIndiana.com. Contact the appropriate Regional Account Executives for more information.

VisitIndiana.com brochure ads are available to purchase anytime throughout 2007.

Rate per Year: \$1,450

VisitIndiana.com Interactive Travel Guide Listing

Interactive Travel Guide listings advertise attractions, festivals, campgrounds, lodging facilities, recreation establishments, information centers, shops, or restaurants on VisitIndiana.com throughout 2007. Information will include a description, phone number, and Web site address. The Interactive Travel Guide is the most popular area of VisitIndiana.com due to its ability to search and map specific information for travelers. Allow three weeks for listings to go live on VisitIndiana.com. Contact the appropriate Regional Account Executive and submit the 2007 VisitIndiana.com Interactive Travel Guide listing contract to participate.

Please use appropriate order forms: Accommodation Listings Form for lodging or camping and Attraction Listings Form for listings and festivals.

VisitIndiana.com Interactive Travel Guide listings are available to purchase anytime throughout 2007.

Rate per Year: \$150

Free Festival Listings

Visit IN.gov/tourism or fill out the 2007 VisitIndiana.com free Festival Listing Form to submit festival or event listings to appear in the Interactive Travel Guide on VisitIndiana.com throughout 2007. Allow three weeks for listings to go live on VisitIndiana.com.

PLEASE NOTE: A festival description is not included in the free festival listing. If interested in including a festival description, please contact the appropriate Regional Account Executive about purchasing the Interactive Travel Guide listing option that is detailed above.

Free VisitIndiana.com festival listings are available to submit anytime throughout 2007.

Rate: Free

Free Travel Discount Listings (Getaway Packages and Travel Coupons)

Visit IN.gov/tourism or fill out the 2007 VisitIndiana.com Getaway Package Form or 2007 VisitIndiana.com Travel Coupon Form to submit a getaway package or travel coupon to appear in the Interactive Travel Guide on VisitIndiana.com throughout 2007. Allow three weeks for listings to go live on VisitIndiana.com.

Free VisitIndiana.com travel discount listings are available to submit anytime throughout 2007.

Rate: Free

Magazine/Newspaper Artwork Requirements

MATERIAL CHECKLIST:

- Laser proof or color copy proof.
- Reader service form.
- Label on disk with name and phone.
- Submit full color files for magazine or grayscale files for newspaper.

DISK REQUIREMENTS

- Mac platform disks and files only. CD or e-mailed files are accepted.
- PageMaker files cannot be accepted.
- Acceptable formats: Adobe Illustrator (6.0 or higher) and Acrobat PDFs (5.0 or higher) PREFERRED. Adobe InDesign (2.0 or higher) is not a recommended format, but will be accepted.
- All fonts (printer and screen) and graphics must be included with the file. Even for PDFs with embedded images and fonts, please include all printer and screen fonts on the disk.
- Must include a laser or color copy proof with electronic file.
- Adobe Photoshop (4.0 or higher) is not a recommended format, but it is accepted. Resolution on all Photoshop files must be 400 dpi minimum for cmyk or grayscale images, and 800 dpi minimum for bitmap images.
- Format of all Photoshop and Illustrator files must be either TIF or EPS.
- JPG files are not accepted.

Brochure Artwork Requirements

MATERIAL CHECKLIST:

- Brochure art.
- Ad copy.
- Reader Service Form.

DISK REQUIREMENTS

Printed brochure or Mac-formatted CD of brochure art with color proof will be accepted.

- Adobe Illustrator (6.0 or higher) and Acrobat PDFs (5.0 or higher) – PREFERRED. Mac platform only, include all fonts (and art if applicable).
- Adobe InDesign (2.0 or higher) – NOT RECOMMENDED. Mac platform only, include all fonts and art.
- Adobe Photoshop EPS or TIF (4.0 or higher) – NOT RECOMMENDED. (800 dpi minimum resolution for bitmap images – logo only; or 400 dpi minimum resolution for cmyk or grayscale images.)

eBrains Requirements

For all eBrains participants, please e-mail the following information to the appropriate Regional Account Executive:

- E-mail address to which leads should be sent.
- Format in which leads should be sent: tab delimited or comma separated value (CSV) format.

For 10,000 lead eBrains participants, please e-mail the following information to the appropriate Regional Account Executive:

- 50 character promotion headline (opt-in language).
- 100 character brief promotion description.
- 250 character promotion description (appears upon clicking "more info" link on an offer).
- 1,000 character message for the confirmation e-mail.
- Logo in JPG or GIF format.
- Physical mailing address.
- URL.
- Up to two low-res images.

Home Page Editorial Material Checklist

To submit home page editorial materials, please e-mail the appropriate Regional Account Executive the following:

- One or more logos – send each as an e-mail attachment (JPG, TIF, GIF, EPS, PDF).
- Up to two images – send each as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi).
- 50 words of copy for the home page box.
- Up to 250 words of copy for second page.
- Web site address – write Web site address in the body of the e-mail.

Contest Material Checklist

To submit contest materials, please e-mail the appropriate Regional Account Executive the following:

- One logo – send as an e-mail attachment (JPG, TIF, GIF, EPS, PDF).
- Up to two images – send as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi).
- 50-100 words of copy (including prize details, black-out dates, and dollar value).
- Web site address – write Web site address in the body of the e-mail.
- The number of winners to be selected at the end of the contest – provide the number of winning prizes that will be given away at the end of the contest.
- The e-mail address to receive all of the entries (leads) at the end of the contest.

PLEASE NOTE: For brochure and Interactive Travel Guide listing submission guidelines, request forms from the appropriate Regional Account Executive. For free online listings, please visit IN.gov/tourism.

Confirmation E-mail Message

To submit confirmation e-mail message materials, please e-mail the appropriate Regional Account Executive the 50-word message and Web site address for the click-through.

“What to do” and “Where to stay” listings:

To submit “What to do” and “Where to stay” listing materials, please e-mail the appropriate Regional Account Executive the following:

- 20-word message.
- One image-please send an e-mail attachment (PDF, JPG, GIF, EPS-minimum 72 dpi).
- Web site address for the click-through.

Online Monthly Deadlines

January	November 14, 2006
February	December 5, 2006
March	January 9, 2007
April	February 13, 2007
May	March 13, 2007
June	April 10, 2007
July	May 15, 2007
August	June 12, 2007
September	July 17, 2007
October	August 14, 2007
November	September 11, 2007
December	October 9, 2007

2007 INSERTION ORDER

Space is available on a first come, first served basis. If you wish to reserve space immediately, please fill out and sign the following insertion order. Please tear out and fax to the appropriate Regional Account Executive. Contact information is on the back page.

Contact Information - Please Print Or Type

Organization Name _____

Address _____

City, State, Zip _____

E-mail Address _____

Phone Number _____

Publication	Size/Ad Type	Item Price	Quantity	Total
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
			Total	\$ _____

State Contract Approval: In accordance with Indiana Code 4-13-2-14.1, a contract to which a state agency is a party must be approved by (1) the commissioner of the Indiana department of administration, (2) the director of the budget agency, and (3) the attorney general, as required by Indiana Code 4-13-2-14.3. A separate contract agreement between the Organization listed above and the state of Indiana shall be executed to comply with the above Indiana statute.

Non-Collusion and Acceptance: The undersigned attests, subject to the penalties of perjury, that he/she is the Organization listed above, or that he/she is the properly authorized representative, agent, member or officer of the Organization, that he/she has not, nor has any other member, employee, representative, agent or officer of the Organization, directly or indirectly, to the best of his/her knowledge, entered into or offered to enter into any combination, collusion or agreement to receive or pay, and that he/she has not received or paid any sum of money or other consideration for the execution of this Insertion Order other than that which appears upon the face hereof.

My signature below verifies I have read and understand the insertion above. The Indiana Office of Tourism Development is hereby authorized to place the aforementioned advertisements in the designated publication. You will have the opportunity to approve your final ad.

Advertiser Signature _____ Date _____

IMPORTANT: KEEP A COPY OF YOUR COMPLETED INSERTION ORDER FOR YOUR RECORDS

REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

North

Andrea Binswanger

North Region Account Executive
PO Box 588
110 West Waterford St.
Wakarusa, IN 46573
P: 574.862.1434
F: 574.862.1979
NITDC@verizon.net

Central

Jocelyn Vare

Central Region Account Executive
14350 Mundy Drive
Suite 800, #285
Noblesville, IN 46060
P: 317.770.8183
F: 317.770.8184
rae@propellermktg.com

East and West

Kelleen Larkey

East and West Region Account Executive
5607 E 1000 S-92
Roanoke, IN 46783
P: 260.396.2619
F: 260.396.2375
larkey@fwi.com

South Central and South

Darla S. Blazey

South Central and South
Region Account Executive
PO Box 165
Jasper, IN 47547-0165
P: 812.482.5761
F: 812.482.9730
dblazey@msn.com

Space available on a first come, first served basis.



Indiana Office of Tourism Development
One North Capitol, Suite 100
Indianapolis, IN 46204